



City Manager's Office
Robert Layton, City Manager
April 2009

Highlights

- Largest city in Kansas
- Serves a population of over 350,000
- Regional hub to over one million people who live within a 100-mile radius
- Employs more than 3,300 as the 7th largest employer in the metropolitan statistical area

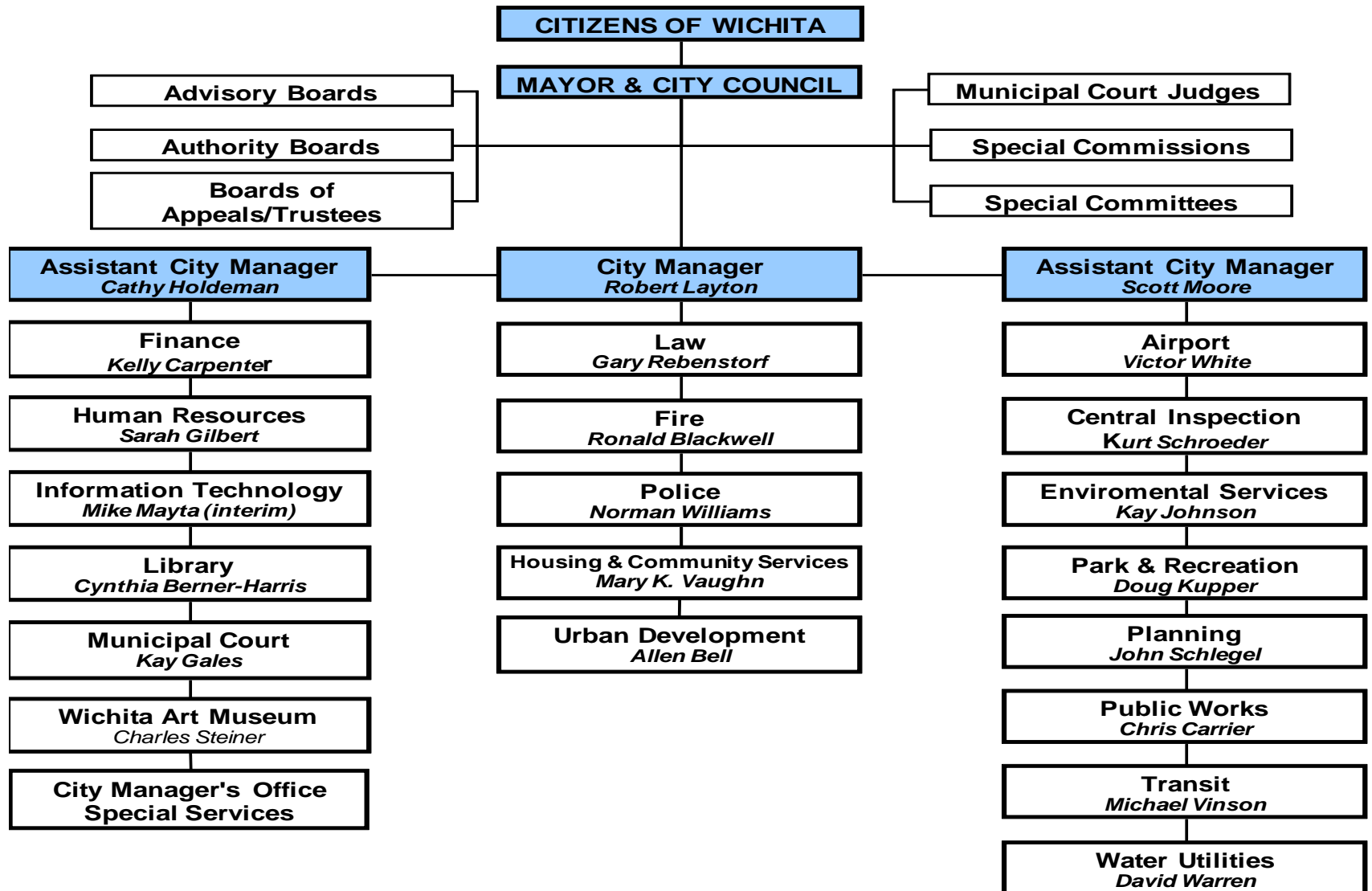


Governing Structure

- One of the first US cities to adopt the Council-Manager form of government in 1917
- City Manager is hired by the City Council to execute the policies which they establish
- City Manager responsibilities include:
 - Developing and implementing an annual budget
 - Managing and overseeing operations
 - Appointing and removing City personnel
 - Advising City Council on various City matters



Organizational Chart



City Council Goals



City Manager's Office

MISSION

To provide professional leadership and management for a healthy and economically satisfying environment for citizens



City Manager's Office

GOALS

- Provide the overall leadership and management to execute City Council policies
- Enhance economic growth and stability
- Enhance marketing and community communication efforts
- Enhance cultural arts opportunities in the community
- Facilitate citizen involvement in government



City Manager's Office

BUDGET

	2007 ACTUAL	2008 ADOPTED	2008 REVISED	2009 ADOPTED
Administration	717.6	707.8	895.0	799.7
Administrative Services	461.9	502.6	541.0	533.2
Arts & Cultural Services	2,570.4	2,475.5	3,253.9	6,503.8
Communications	470.9	510.3	573.3	562.2
Neighborhood Services*	619.7	917.5	980.7	982.4
Urban Development	3,414.2	4,562.7	4,105.9	4,825.0
Wichita Art Museum	1,282.4	1,282.5	1,458.5	1,294.6
FTE	73	73	87	117

Budget represented in \$1,000

*Funding sources include Community Development (CDBG)
and Community Service (CSBG) Block Grants



City Manager's Office

LOCATIONS

- CMO staff is primarily located on the 13th floor of City Hall
- Additional staff locations include:
 - Four Neighborhood City Halls – 4 locations
 - City Arts
 - Century II
 - Old Cowtown Museum
 - Mid-America All-Indian Center



City Manager's Office

PORTFOLIOS

City operations have been segmented into three portfolios for management and oversight :

- **Operations**

- supervised by Robert Layton, City Manager and Scott Moore, Assistant City Manager

- **Urban Development**

- supervised by Robert Layton, City Manager

- **Administration**

- supervised by Cathy Holdeman, Assistant City Manager



Operations

- Airport
- Central Inspection
- Environmental Services
- Park & Recreation
- Planning
- Public Works
- Transit
- Water Utilities



Operations

- Law
- Fire
- Police
- Housing and Community Services



Urban Development

- Development Assistance Center
- Economic Development
- Property Management



Administration

- Finance
- Human Resources
- Information Technology
- Library
- Municipal Court
- Wichita Art Museum
- City Manager's Office (CMO) Special Services



CMO – Special Services

■ Administrative Services

- City Clerk
- City Hall Customer Service
- Americans with Disabilities Act Compliance/Special Projects
- Internal Audit

■ Communications

- Government Relations
- Public Information
- Marketing
- City7

■ Neighborhood Services

- Community Education
- Neighborhood Assistance



CMO – Special Services

■ Arts and Cultural Services

- Century II
- CityArts
- Old Cowtown Museum
- Mid-America All-Indian Center
- Cultural Funding



Administrative Services

Work Activities

- Ex-officio clerk of the City Council, Board of Bids and Staff Screening & Selection Committees
- Coordinate and provide internal and external access to City Council meeting agendas and materials
- Maintain official City files and records
- Provide customer service to City Hall visitors



Administrative Services

Work Activities Cont'd...

- Execute the City Council approved Americans with Disabilities Act (ADA) transition plan to bring City owned and operated facilities into ADA compliance
- Educate and coordinate with City staff to ensure renovations and new construction are ADA compliant
- Resolve ADA related complaints
- Procure external funding for certain City projects and initiatives



Administrative Services

Work Activities Cont'd...

- Coordinate special projects and events as determined by the Mayor and City Manager
- Assess strategic, operational, compliance and reporting risks throughout the City
- Conduct operational, financial and compliance audits and reviews
- Provide internal control and operational process consultation and training
- Manage the department budget and coordinate related projects



Administrative Services

Key Issues

- Streamlining preparation of City Council meeting materials
- Improving document management
- Completing the City's ADA transition plan as scheduled by 2017
- Establishing a proactive approach to identifying, assessing and monitoring risks to the City



Communications

Work Activities

- Represent City's legislative agenda at the State and Federal levels
- Serve as liaison between City and League of Municipalities, National League of Cities and various community organizations
- Respond to KORA and media requests
- Write speeches, press releases, newsletters, position papers and legislative testimony
- Oversee internal and external communications



Communications

Work Activities Cont'd...

- Coordinate marketing efforts for City departments, divisions and events
- Produce content and programming for City7
- Oversee special projects



Communications

Key Issues

- Building relationships with federal and state legislators and other major policy partners
- Maximizing City opportunities for enhanced federal and state funding
- Streamlining internal communications through one central team
- Promoting transparency by providing timely, accurate and relevant information



Communications

Key Issues Cont'd...

- Developing a marketing plan
- Increasing public awareness through the use of print, electronic and other media



Arts & Cultural Services

Work Activities

- Increase marketing and customer awareness of Wichita's arts and cultural organizations
- Provide art education and resources to citizens
- Support arts organization boards and museums



Arts & Cultural Services

Key Issues

- Implementing the Cultural Arts Plan
- Strengthening the Design Council role to improve aesthetics in the built environment of Wichita
- Realigning the division to consolidate and maximize staff, marketing and development resources
- Implementing revised policies at Century II to streamline and improve operations



Arts & Cultural Services

Key Issues Cont'd...

- Creating strategic approaches for identifying and securing private funding
- Coordinating the 2009 Flight Festival
- Working with the Greater Wichita Convention and Visitors Bureau to update and implement the Cultural Tourism Plan
- Implementing operational agreements with the Wichita Art Museum, Botanica, Wichita Historical Museum and Mid- American All-Indian Center



Urban Development

Work Activities

- Serve as liaison/ombudsperson for development community
- Serve as departmental coordinator on projects related to project management and process streamlining and continuous improvement activities
- Provide support to Greater Wichita Economic Development Coalition's business recruitment/expansion efforts



Urban Development

Work Activities Cont'd...

- Support redevelopment of downtown and older, under-utilized areas with tax increment financing (TIF) projects
- Provide business recruitment, retention and expansion services through administration of economic development incentives
- Buy property for City projects
- Manage and/or sell property deemed surplus to the City's needs
- Provide real estate advisory services to all City departments



Urban Development

Key Issues

- Diversification of the economy
- Creating neighborhood economic development programs to help small businesses in under utilized areas
- Shortage of large “shovel-ready” industrial sites
- Downtown parking management



Council Manager Communication

- Formal reports
- E-mails
- Weekly meetings
- Meetings with Staff





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